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VEISHEA 1928

By Ruth M. Davis



IT is not likely that the ingenious student who first conceived the idea of coining the word Veishea from the initial letters of each of Iowa State's five divisions ever visualized the significance this word would come to have upon our campus.

Veishea, of course, is Iowa State's great three-day all-college open house exposition, held annually during May. The old departmental celebrations have been united into one and with new features added each year, Veishea has taken rank with Iowa's many other meritorious expositions. Truly, it is Iowa's opportunity to see her state college at work and at play.

Following the custom established in previous years, the exposition will be held during May, the dates being May 17, 18 and 19. Wallace E. Barron, Ag. Ec. '28, general manager of Veishea, and his entire committee are confident that a more educational, more entertaining program will be offered this year than ever before. Members of the committee feel that the work they have done during the past months warrants them to predict

a Veishea celebration which will eclipse all other in magnitude and quality.

Primarily, it is believed that visitors come to Ames during the celebration to see the work which the students do. They will be given ample opportunity to do this again this year at the numerous open houses. Each division seems to be taking a keener interest in its own exhibit this year, according to Thomas Gittins, Ind. Sci., '28, open house manager, and he expects more extensive displays as a result. Numerous cups and plaques will be awarded the best open houses and present indications point to extremely strong competition between the various departments.

The May Fete will be a Japanese May Day, written by Josephine Foster, H. Ec. '28 and Margaret Jean Veran, H. Ec. '30. It is a story of a cherry blossom festival in Japan. Japanese costumes and colors offer many possibilities which are being taken advantage of by Gertrude Shell, H. Ec. '29, costume chairman and her committees.

Harriet King, H. Ec. '29 and Helen Hager, H. Ec. '29, are in charge of the five dances in the May Fete. The scenery is especially good and there is every promise for a very beautiful May Fete.

The magnitude of the Veishea night show may be appreciated when one knows that \$2,000 have been appropriated by the budget committee for this purpose. This year "Melody Magic", the musical comedy feature of Veishea in 1923, has been revived for a 1928 presentation and gives promise of repeating its success.

Ruth Elaine Wilson, who with Homer Huntoon, wrote the play back in 1923, is on the campus at the present time and is making various revisions and improvements in the original manuscript. A few new song hits will be added and all of the old ones will be retained, according to the night show manager. Tryouts for parts in the cast were held recently and Bruce Packard, C. E. '28, director of the production, enthusiastically asserts that this year's candidates demonstrated

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Veishea, 1928

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a more uniform ability than he had ever seen heretofore.

Friday, May 18, there will be a baseball game between Missouri and Iowa State. Saturday morning and afternoon will be the High School District Track Meet. Ray Conger, nationally known track star, will run during the meet.

Each day plans are being completed for Veishea, assuring a real festival for Iowa State alumni, friends and under graduates. Each person coming under any one of these three groups should avail himself of this opportunity to see Iowa State College as it really is.

Applied Art

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Miss Garner has chosen as her thesis subject: "A Study of Textiles Suitable for the Home, with Emphasis on Good Design." Her major problem is to attempt to determine what constitutes good design in textiles for the many purposes for which textiles are used in the home. Miss Garner's plan of work includes a study of pattern-textiles and how to know them, a study of textiles with regard to their suitability to various types of rooms, and experimental work in dyeing textiles.

Miss Rhoads, who has worked with girls of from 12 to 20 years, in 4-H clubs, and is particularly interested in their problems, has taken as the subject of her thesis: "A Study of Home Furnishing Problems in 4-H Club Work."

Through interviews with 4-H club girls and their leaders, Miss Rhoads has found that they most need help on problems in color, texture, pattern, line and mass. Her thesis will deal with some specific problems in home furnishing which will attempt to show how simple furnishings, which a girl may possess, can become the basis of a room in which all the elements and principles of art are applied.

Miss Rhoads is preparing a number of illustrations, drawn, for the most part, from actual pieces of furniture and other articles, either in the possession of the girls or possible for them to own. The illustrations are hand-colored so that they will probably show the solution of the problem in each case.